

BLU
BOLD LIKE US



JOY
SOS

Safety At Your Fingertips

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KEY SELLING POINT

Introducing the JOY, easy to use phone with big key pad and emergency access “SOS” key for the senior users.

Experience a color explosion in every picture and video on the beautiful 2.4” display.

The VGA camera enables you to capture and record all your most memorable moments. Paired with Bluetooth technology, you will be able to share them with your friends and family.

Stay entertained everywhere you go with the FM Radio, MP3 Player and MP4 Player. Music, short video clips, and pictures are always available



CLEAR DISPLAY

A generous 2.4" display offer clear view that senior easily see. From videos to picture, there is nothing that the JOY is not possible of.

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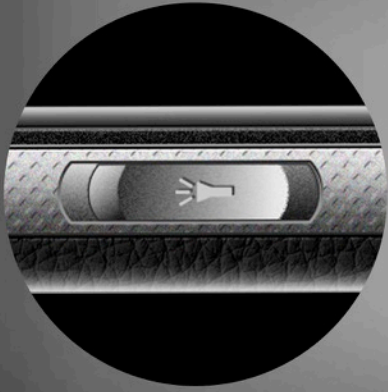
JOY



DESIGN INSPIRED

The JOY is an easy to use phone that utilize attractive elements with streamline form. The leather pattern on battery cover offer an perfect hand feel experience and impressive look.

Available in Black and Red.



FLASH LIGHT

Built in flash light allow for quick light up in the dark environments. Quick access with slider switch on the side.





LIFE MATTERS

The JOY is more than a phone, it is a life giver when emergency arise. With a built in SOS button user can easily gain access to the police, medical , or fire fighter at the press of a button. Nothing is more important than peace of mind.



HOURS OF ENTERTAINMENT

Capture great pictures and video with its VGA Camera. Tune in your favorite music stations on its FM Radio. Listen to all your favorite music on its MP3 Player. Watch your video on its MP4 Player. Share all your media via Bluetooth. Save your moments on External Memory (not included).





DUAL SIM CARD **1** **2**

The JOY gives you several advantages that you can't let pass by. With two SIM slots, you won't have to worry about exchanging SIM cards from one phone to another, carrying two phones in your pocket or charging two devices. You can even take advantage of different voice/data plans for better rates, better coverage, and separate bills. Set apart personal calls and business calls and avoid roaming charges by having a domestic carrier SIM and an international carrier SIM.



JOY

BRAND	BLU
FAMILY	JOY
DIMENSIONS I WEIGHT	117.3x65.2x12.4mm 108G
2G BAND	850/900/1800/1900
DATA	GPRS
INTERNAL MEMORY	32MB 24MB RAM ✓
EXTERNAL MEMORY SLOT	MicroSD up to 32GB ✓
DISPLAY TYPE	TFT 65K Colors
DISPLAY SIZE	2.4"
CAMERA	VGA ✓
FLASH	NO
MUSIC I VIDEO CAPTURE	MP3 MP4
FM RADIO	Wireless Antenna
BLUETOOTH	V3.0 ✓
BATTERY	1400mAh ✓

**DEVICE
COMPARISON**



G350

BRAND	LG
FAMILY	G350
DIMENSIONS I WEIGHT	108x58x19.5mm 125g
2G BAND	850/900/1800/1900
DATA	GPRS
INTERNAL MEMORY	32MB 8MB RAM
EXTERNAL MEMORY SLOT	MicroSD up to 16GB
DISPLAY TYPE	TFT 65k Colors
DISPLAY SIZE	3.0"
CAMERA	NO
FLASH	NO
MUSIC I VIDEO CAPTURE	MP3 MP4
FM RADIO	Wireless Antenna
BLUETOOTH	v2.1
BATTERY	950 mAh



DATA SPECIFICATIONS

TECHNOLOGY

GSM 850/900/1800/1900

DISPLAY

2.4" 240 x 320 Resolution

MEMORY

32MB | 24MB RAM
MicroSD up to 32GB

CAMERA

VGA

CONNECTIVITY

Bluetooth v3.0

EXTRA

Emergency Access "SOS" Button
Built In Dual LED Flashlight

UPC

JOY 848958029274 J010 BLACK
JOY 848958029281 J010 RED

Box



Device



Quick Guide



Charger



Battery

